

Tobacco Industry

- In 2013, the tobacco industry spent more than \$9.6 billion in the U.S. on advertising and marketing. The same, it spent \$469.5 million of that money on marketing specifically in Pennsylvania.¹
- In 2012, tobacco industry marketing increased by nearly 10 percent in marketing expenditures. Cigarette marketing expenditures increased to \$9.17 billion in 2012, due mainly to an increase in spending on price discounts.²
- Many tobacco companies spend a great deal of money targeting youth by marketing new products such as candy and fruit flavored products. Internal tobacco industry documents have shown that tobacco companies perceive kids as young as 13 years of age as key targets for their marketing campaigns³
- The tobacco industry has campaigns that target other groups of people as well. An early campaign by RJ Reynolds targeting both the gay and the homeless populations in San Francisco was entitled Project SCUM (Subculture Urban Marketing).⁴
- Many tobacco companies offer an unknown amount of financial support to LGBT festivals, bars, media and other organizations in order to gain the support of the LGBT community.⁵
- The African American community is also a frequent target of tobacco companies. In California, the number of cigarette ads per store and the proportion of stores with at least one ad for a sales promotion increase more rapidly in neighborhoods with a higher proportion of African-Americans.⁶
- Advertisements for menthol cigarettes are targeted almost exclusively to African American youth, like the KOOL MIXX campaign, which featured images of young rappers, disc jockeys and dancers on cigarette packs and in advertising in order to appeal to African American teenagers⁷
- The tobacco industry targets the Hispanic community with cigarette brands like “Rio” and “Dorado” and attempts to increase its credibility in the community by contributing to programs that improve education for Hispanics.⁸
- Tobacco advertisements are far more likely to be found in low-income communities than almost anywhere else. Tobacco companies have also been known to give cigarette-branded items like blankets to homeless shelters in order to further target the homeless population.⁹

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- Statements from the Tobacco Industry regarding marketing to youth:
 - *“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens. The smoking patterns of teenagers are particularly important to Philip Morris.” – Phillip Morris¹⁰*
 - *“Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term.” – RJ Reynolds¹¹*
 - *“Kool’s stake in the 16- to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs . . . all magazines will be reviewed to see how efficiently they reach this group.” – Brown & Williamson¹²*
 - *“[T]he base of our business is the high school student.” – Lorillard Tobacco¹³*
 - *“Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.” – U.S. Tobacco¹⁴*

References

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- ³ R.J. Reynolds Tobacco. “Project Scum.” Retrieved from University of California, San Francisco, Legacy Tobacco Document Library. Website: <http://legacy.library.ucsf.edu/tid/mum76d00>
- ⁴ National LGBT Tobacco Control Network. *LGBT People and Tobacco Fact Sheet*. www.lgbttobacco.org
- ⁵ Campaign for Tobacco Free Kids. *Tobacco Company Marketing to African Americans*. <http://www.tfk.org/research/factsheets/pdf/0208.pdf>
- ⁶ Campaign for Tobacco Free Kids. *Tobacco Company Marketing to African Americans*
- ⁷ Centers for Disease Control and Prevention. *Highlights: Hispanics and Tobacco*. www.cdc.gov
- ⁸ Moreno, D. Houston, L. (2012) *Smoking in Low Socioeconomic Status Populations*, Retrieved from Break Free Alliance.
- ⁹ Philip Morris, Special Report, “Young Smokers: Prevalence, Trends, Implications, and Related Demographic Trends,” March 31, 1981, Bates No. 1000390803
- ¹⁰ RJ Reynolds, “Planned Assumptions and Forecast for the Period 1977-1986,” March 15, 1976, Bates No. 502819513 -9532
- ¹¹ Brown & Williamson, Memo by RL Johnson, Brand Manager, to Executive Vice President Pittman, February 21, 1973, Bates No. 680135996.
- ¹² Lorillard, Memo from executive TL Achey to former Lorillard President Curtis Judge re Newport brand, August 30, 1978, Bates No. TINY0003062.
- ¹³ Freedman, A, “Juiced up: How a tobacco giant doctors snuff brands to boost their ‘kick,’” *Wall Street Journal*, October 26, 1994 [quoting former UST sales representative].